

# ORDER



**Orders**  
**Order / Rev:** 725149  
**Alt Order #:** 06397368  
**Product Desc:** DSCC IE  
**Estimate:** 2236  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

**KPNX**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** DSCC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	35	\$58,025.00	\$49,321.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	35	\$58,025.00	\$49,321.25	0.00
<b>Totals</b>	<b>35</b>	<b>\$58,025.00</b>	<b>\$49,321.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/30/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	4	\$600.00	P-1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			4		\$600.00	0.00					
2	KPNX	11/06/12	11/06/12	M-F 10-11a Kelly	CM	10-11a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----			1		\$600.00	0.00					
3	KPNX	10/30/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			5		\$600.00	0.00					
4	KPNX	10/30/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			5		\$400.00	0.00					
5	KPNX	10/30/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			4		\$1,000.00	0.00					
6	KPNX	10/30/12	11/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			2		\$1,200.00	0.00					

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Advertiser: DSCC  
 Product Desc: DSCC IE  
 Estimate: 2236

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	10/30/12	11/05/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$25.00	P-1	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$25.00		0.00			
8	KPNX	11/03/12	11/03/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
9	KPNX	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$1,200.00		0.00			
10	KPNX	10/30/12	11/05/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$600.00		0.00			
11	KPNX	11/04/12	11/04/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$600.00		0.00			
12	KPNX	11/05/12	11/05/12	Mon Prime Other The Voice	CM	Various	M-----	:30	1	\$12,000.00	P-1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$12,000.00		0.00			
13	KPNX	10/31/12	10/31/12	Wed Prime A Animal Practice/Guys	CM	7-8p	--W----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----		1				\$3,500.00		0.00			
14	KPNX	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season F	CM	Various (6:30 PM-9:30 PM)	-----S	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$18,000.00		0.00			
15	KPNX	11/03/12	11/03/12	Local Prime Special SUNDAY SQUARE OFF	CM	7-8P	-----S-	:30	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$3,600.00		0.00			
Totals														35	\$58,025.00
*Tax 1 Note: Tax 0.5%.															

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